Course code: AIPEP

A one-day practical course aimed at users who want to systematically master the art of prompt engineering. Participants will learn how to create high-quality prompts using proven frameworks, apply advanced techniques, and systematically test and optimise their prompts. The course is built around practical exercises drawn from real-world work situations and leads to the creation of a personal library of prompt templates that participants can put to use immediately.

Who is the course for

- users who already have basic experience with AI tools (ChatGPT, Claude, Gemini)
- professionals who regularly use AI for writing, analysis and communication
- anyone who wants to systematically improve the quality and consistency of their prompts
- those who want to build a reusable library of prompt templates

What you will learn

We will teach participants how to systematically create, test and maintain high-quality prompts for various types of tasks — moving them from a trial-and-error approach to becoming a prompt engineer who understands why a prompt works or doesn't.

Required prerequisites

Basic knowledge of working with a PC and common office tools is assumed.

Course outline

The course begins with understanding the fundamental principles of how LLM models work and learning the CRISP framework for structured prompt creation. Using concrete real-world examples (emails, articles, document summarisation), participants will practise rewriting everyday prompts into professional templates. They will then explore advanced prompt engineering techniques, including chain-of-thought prompting, few-shot learning and role prompting, which significantly improve the quality and consistency of AI outputs. A key part of the course is the systematic testing and optimisation of prompts using proven methodologies, enabling participants to create increasingly better and more reliable prompts. The course concludes with organising and maintaining a personal Prompt Library, allowing participants to make long-term effective use of their templates and continuously develop their prompt engineering skills.

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